

ABSTRACT OF THE DISCLOSURE

The present invention provides a semi-transmissive display apparatus, in which a plurality of pixels, each including a transmissive region and a reflective region, are arranged in a matrix pattern, the apparatus including: a device substrate including, for each of the plurality of pixels, a transparent electrode forming the transmissive region, a reflective plate forming the reflective region, and a switching device; a counter substrate including a common counter electrode and opposing the device substrate; and a display layer interposed between the device substrate and the counter substrate, wherein the device substrate is provided with a color filter.